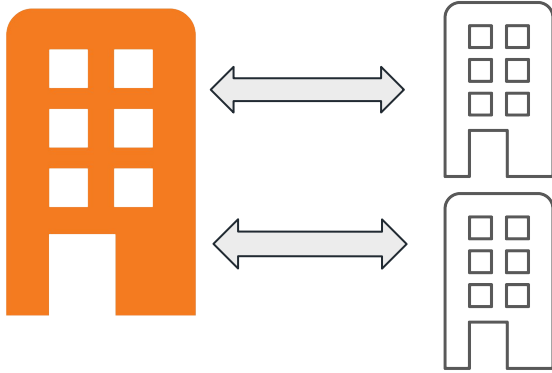# B2B CIAM

What is B2B?

B2B
(Business-to-Business) is a business model in which businesses sell products and services to other businesses.

What is B2B CIAM?

B2B Customer Identity and Access Management (CIAM) ensures secure access to your organization's applications for external entities participating in a B2B model, such as your partners and business customers

CIAM vs B2B CIAM

CIAM	B2B CIAM
For end users of a product	For business-to-business participants
Emphasis on secure authentication, user profile and consent management	Emphasis on sharing business resources securely with other organizations
Admins usually manage a single organization	Admins handle multiple organizations or focus on one each

Organization Management
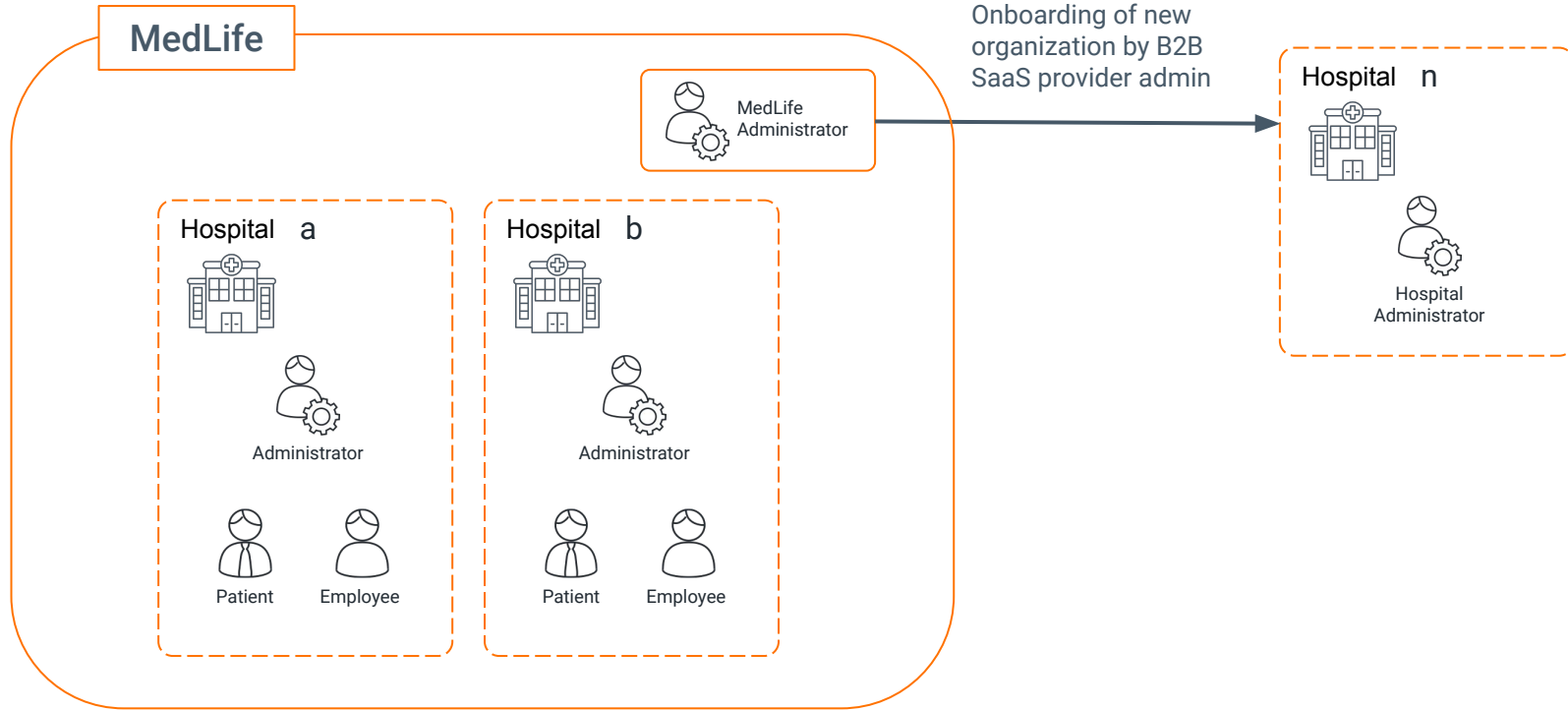
What is an Organization?

An Organization is a separate, dedicated, resource-isolated entity to represent customers/partners in a B2B model
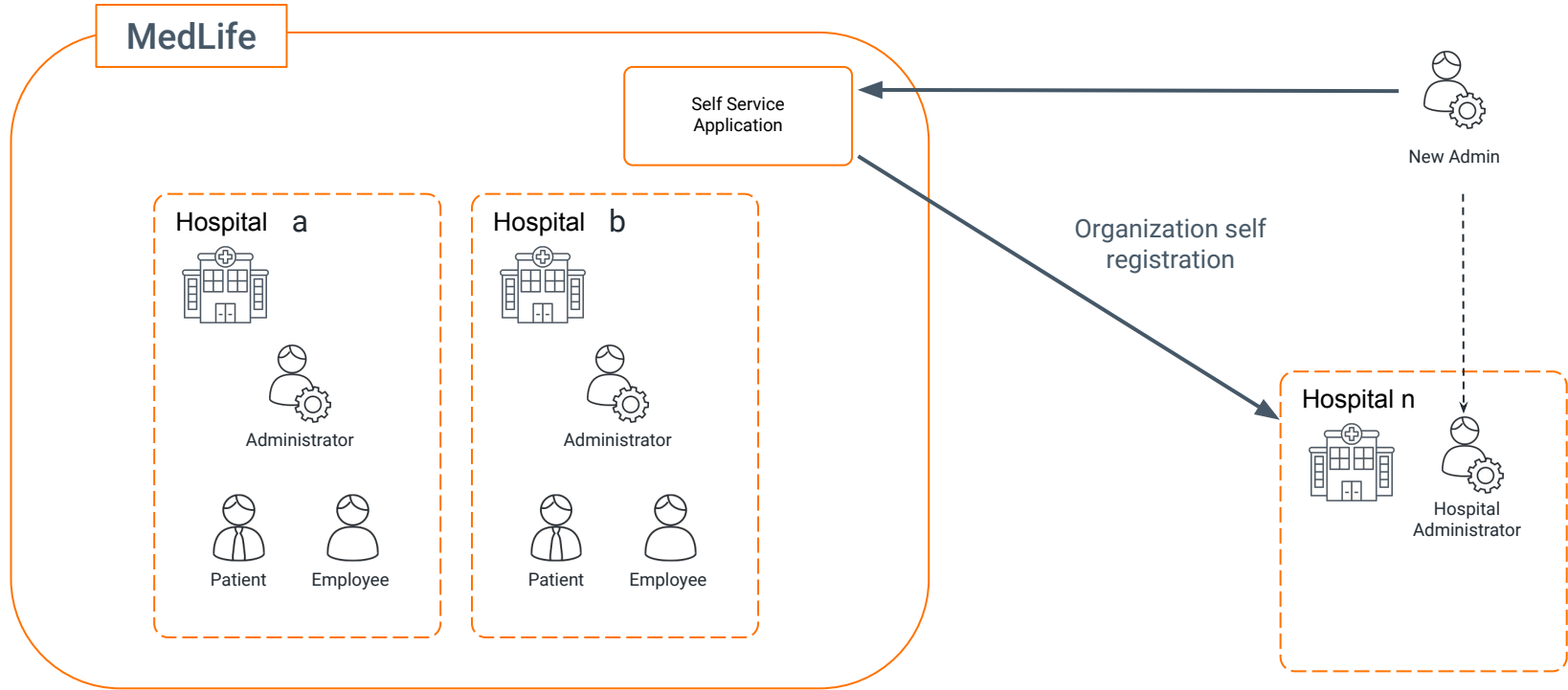
Advantages of B2B organizations

- Create an organization hierarchy that mirrors the real–world structure

- Separate and isolate resources for each organization

- Delegate administration.

- Customize the application login flow for each organization

- Allow users to bring their own identities from their organizations

- Brand the user interfaces according to the organization's theme.

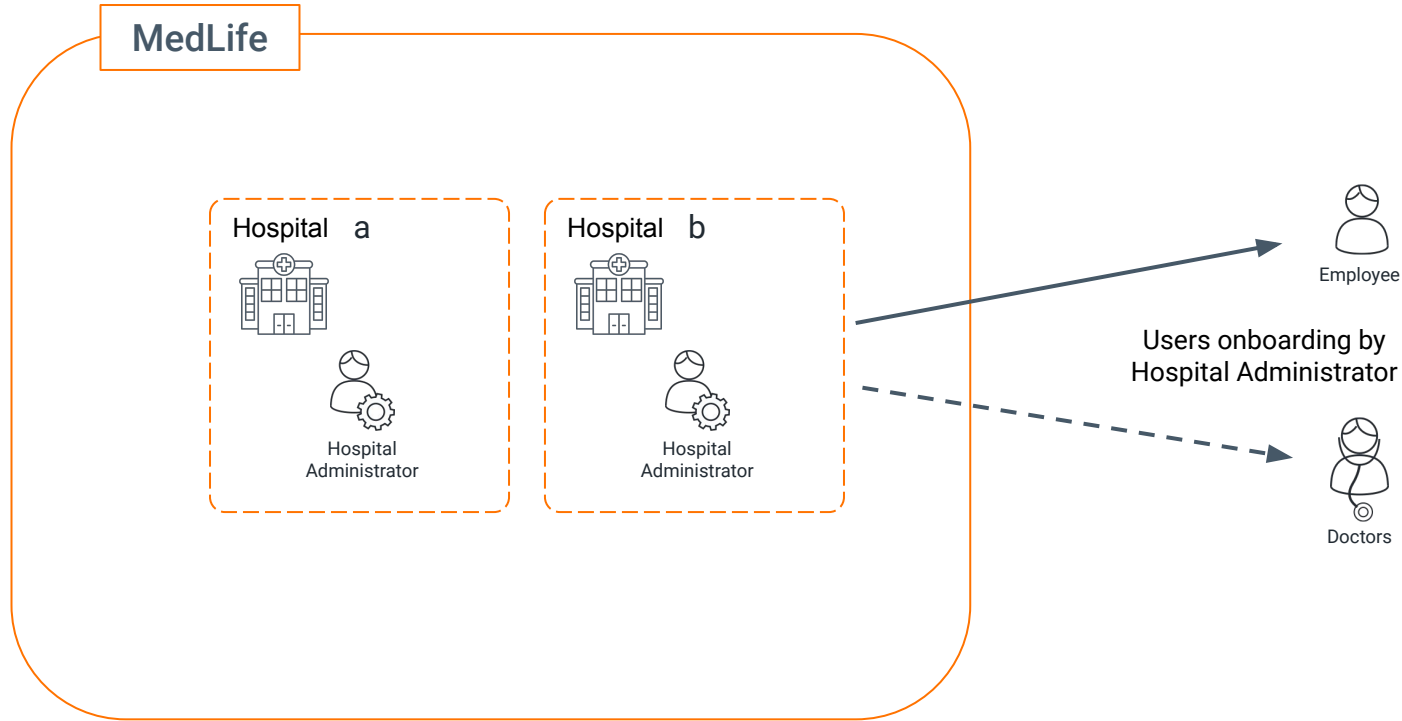- Discover organizations based on email domain.

Onboarding Organizations (Sales-led)

Onboarding of new organization by B2B SaaS provider admin

MedLife

MedLife Administrator

Hospital a

Administrator

Patient   Employee

Hospital b

Administrator

Patient   Employee

Hospital n

Hospital Administrator

Onboarding Organizations (Self-service)

Onboarding Organization Users

Delegated Administration

MedLife

"Tony"
MedLife Administrator

Delegate Admin Privileges

Hospital a

"Jay"
Administrator

Patient   Employee

Hospital n

"Pam"
Administrator

Patient   Employee
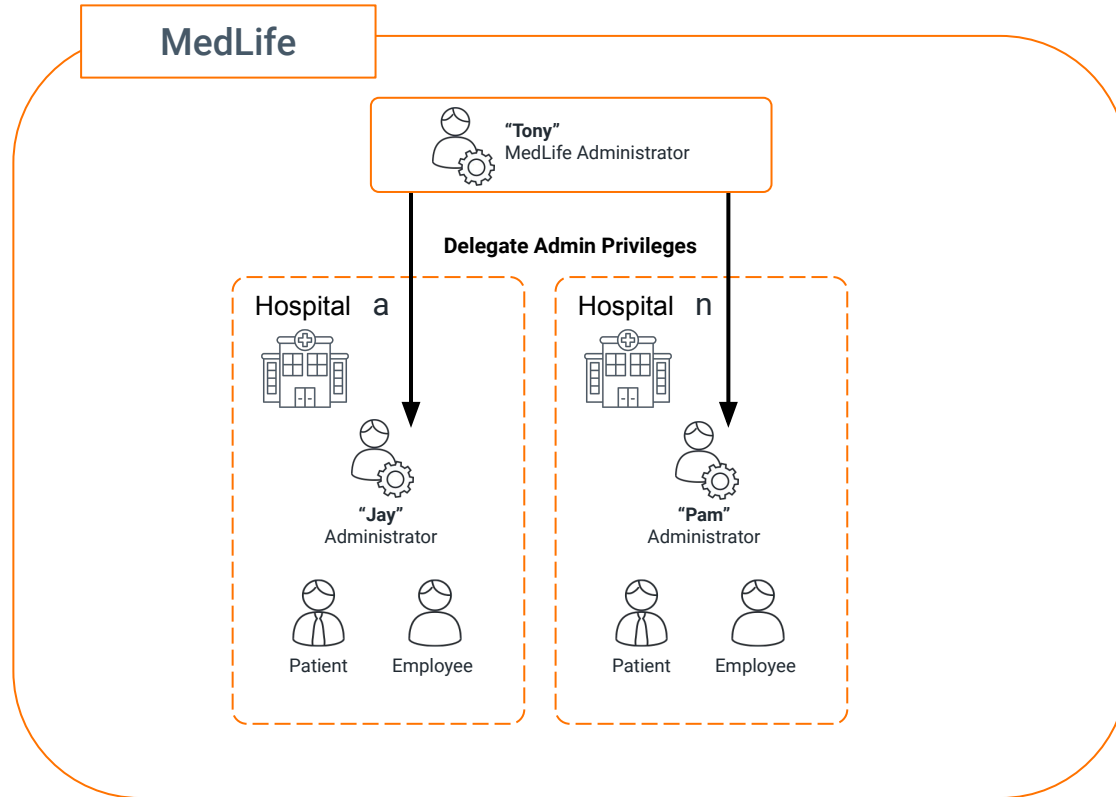
B2B Applications

B2B Applications

- A single application that allows customized login experiences for different organizations

- In WSO2 Identity Server,
  - ⊙ B2B application are registered in the root organization.
  - ⊙ The application is then shared with all or selected organizations

Quick Recap

What you learnt

1. Overview of B2B CIAM

2. Organization Management

3. Key Workflows in a B2B Business

4. B2B Applications

Any Questions ?

Reach us through the following channels

✉ iam-dev@wso2.org

🖹 https://stackoverflow.com/questions/tagged/wso2-identity-server

💬 https://discord.com/invite/Xa5VubmThw

Thanks!

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